



JONATHAN E. FIELDING, M.D., M.P.H.
Director and Health Officer

JONATHAN E. FREEDMAN
Chief Deputy Director

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BOARD OF SUPERVISORS

Gloria Molina
First District

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Fifth District

ADOPTED

**BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES**

June 9, 2009

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JUNE 9, 2009

The Honorable Board of Supervisors
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Sachi A. Hamai
SACHI A. HAMAI
EXECUTIVE OFFICER

Dear Supervisors:

**APPROVAL OF 14 AMENDMENTS TO THE
TOBACCO CONTROL AND PREVENTION PROGRAM AGREEMENTS
FOR TOBACCO CONTROL AND PREVENTION PROGRAM
(All Districts) (3Votes)**

SUBJECT

Request approval to amend 13 Tobacco Control and Prevention Services Agreements and one agreement with The Rogers Group for Fiscal Year 2009-10 to support the Department of Public Health's Tobacco Control and Prevention Program's provision of tobacco control and prevention services.

IT IS RECOMMENDED THAT THE BOARD:

1. Approve and instruct the Director of the Department of Public Health (DPH), or his designee, to execute Amendment Number 2 (substantially similar to Exhibit I), with 13 community-based Tobacco Control and Prevention Services Agreement providers identified in Attachment A to increase the maximum obligation of each contract from \$75,000 to \$100,000 for the period July 1, 2009 through June 30, 2010. This would result in a total increase of \$325,000 for the 13 agreements; 100 percent offset by rollover savings from Fiscal Year (FY) 2008-09 for FY 2009-10 from the California Department of Public Health Tobacco Control Program (CDPH/TCP) for the project period of July 1, 2007 through June 30, 2010.
2. Approve and instruct the Director of DPH, or his designee, to execute Amendment Number 3 (substantially similar to Exhibit II), to Contract Number H-

700228 with The Rogers Group, to increase the maximum obligation from \$100,000 to \$181,250 for the period July 1, 2009 through June 30, 2010. This would result in a total increase of \$81,250; 100 percent offset by rollover savings from FY 2008-09 for FY 2009-10 from CDPH/TCP for the project period of July 1, 2007 through June 30, 2010.

PURPOSE/JUSTIFICATION OF THE RECOMMENDED ACTIONS:

Approval of these actions allow DPH to augment 14 existing agreements. The requested increase for each agreement is above the previously approved Board action of June 19, 2007, which provided delegated authority to the Director or his designee to increase or decrease agreement funding amounts up to 25 percent of the maximum obligation of each agreement. Therefore, DPH is required to return to your Board for approval.

Implementation of Strategic Plan Goals

This action supports Goal 4, Health and Mental Health of the County Strategic Plan.

FISCAL IMPACT/FINANCING:

The cost associated with these actions is \$406,250; consists of \$325,000 for the 13 community-based Tobacco Control and Prevention Services Agreements and \$81,250 for The Rogers Group Agreement. This results in an increase in the total County maximum obligation for FY 2009-10, from \$1,075,000 to \$1,481,250, of which, \$1,300,000 is allocated to the 13 community-based Tobacco Control and Prevention Services Agreements and \$181,250 for The Rogers Group Agreement. Funding is included in DPH FY 2009-10 Budget.

There is no net County cost associated with this action.

FACT AND PROVISIONS/LEGAL REQUIREMENTS:

The passage and implementation of effective policy to decrease exposure to environmental tobacco smoke and to counter pro-tobacco influences is a process that can take up to 2-5 years. This process involves investigating the political and public health environment, building and broadening local coalitions, developing relationships with local decision makers, and implementing the local policy campaign. The Tobacco Control and Prevention Program (TCPP) intends to initiate a new RFP in January 2010 and select contractors for community-based interventions.

The CDPH mandates that the program office provide media services. In order to fulfill that mandate, the media contract with The Rogers Group was extended through FY 2009-10 to provide tobacco control and prevention media support services for TCPP and the 13 community-based tobacco control and prevention services contractors. The media contractor provides technical support in the development of educational materials, decision maker kits, and press outreach, including press releases and press conferences. In addition, The Rogers Group will provide ongoing one-on-one spokesperson training and technical support.

Attachment A is a list of the proposed allocation of funds by agency, supervisorial districts, and Service Planning Areas.

County Counsel has approved Exhibits I and II as to form.

CONTRACTING PROCESS:

On January 6, 2004, your Board approved tobacco service agreements with 11 community-based organizations and one media agency, funded through California Department of Health Services (CDHS) monies for FY 2003-04.

On June 15, 2004, your Board approved Amendment Number 1 to Agreement Number H700228 with Ron Rogers and Associates for tobacco control prevention media services with a County annual maximum obligation of \$200,000, effective July 1, 2004 through June 2005; 100 percent offset with CDHS funds with provisions for two 12-month automatic renewals through FY 2006-07.

On June 14, 2005, your Board approved: 1) 16 agreements with community-based agencies selected through a competitive solicitation to provide tobacco control and prevention services under four service categories with a County maximum obligation of \$1.6 million, effective July 1, 2005 through June 2006, with provisions for an automatic 12 month renewal through June 30, 2007; and 2) filling two Full-Time Equivalent positions consisting of one Staff Analyst and one Contract Program Auditor for TCPP, in addition to what is provided in DHS' (now DPH's) staffing ordinance, pursuant to section 6.06020 of the County Code, subject to allocation by the Department of Human Resources, 100 percent offset with funds provided by CDHS.

On June 19, 2007, your Board approved: 1) Amendment Number 1 with 13 community-based agencies; 2) Amendment Number 2 with Ron Rogers & Associates (now The Rogers Group); and 3) accepting grant funds from the CDPH in the amount of \$12,338,340 for FY 2007-10 to support the continued provision of tobacco control and

PROPOSED ALLOCATION OF FUNDS BY AGENCY, SUPERVISORIAL DISTRICT, AND SERVICE PLANNING AREA

AGENCY	Category	District 1	District 2	District 3	District 4	District 5	City	SPA	TOTAL FUNDING 07/01/09-06/30/10
Asian American Drug Abuse Program	1		\$100,000				Lawndale	8	\$100,000
Asian Youth Center	2						Temple City	3	\$100,000
Dakota Communications	1		\$100,000				Hawthorne	8	\$100,000
Community Partners FBO SAFE	3	\$100,000					Baldwin Park	3	\$100,000
Day One, Inc.	1					\$100,000	San Gabriel	3	\$100,000
FAME Health Corporation	3			\$100,000			West Hollywood	4	\$100,000
Girls Club of Los Angeles	2		\$100,000				Inglewood	8	\$100,000
Glendale Adventist Med. Center	1	\$100,000					Monterey Park	3	\$100,000
National Council on Alcohol & Drug/South Bay	2				\$100,000		Torrance	8	\$100,000
Office of Samoan Affairs	1				\$100,000		Paramount	6	\$100,000
Pueblo Y Salud	1					\$100,000	Lancaster	1	\$100,000
Search to Involve Pilipino Americans	1					\$100,000	West Covina	3	\$100,000
The Rogers Group	4	\$36,250	\$36,250	\$36,250	\$36,250	\$36,250	Los Angeles County	All	\$181,250
Valley Community Clinic	1					\$100,000	Santa Clarita	2	\$100,000
									\$1,481,250

Category 1: Community-based tobacco control and prevention services to reduce youth access to tobacco products.

Category 2: Community-based tobacco control and prevention services to reduce exposure to environmental tobacco smoke in outdoor areas...

Category 3: Community-based tobacco control and prevention services to reduce exposure to environmental tobacco smoke in new multi-unit housing developments.

Category 4: Media-based tobacco control and prevention services to provide Countywide counter-marketing services to CBOs and TCPP

Contract No. _____

TOBACCO CONTROL AND PREVENTION SERVICES AGREEMENT

Amendment No. 2

THIS AMENDMENT is made and entered into this _____ day
of _____, 2009,

by and between

COUNTY OF LOS ANGELES
(hereafter "County"),

and

(hereafter "Contractor")

WHEREAS, reference is made to that certain document entitled
"TOBACCO CONTROL AND PREVENTION SERVICES", dated July 1, 2005,
and further identified as County Agreement No. _____, and any
Amendments thereto (all hereafter referred to as "Agreement"); and

WHEREAS, it is the intent of the parties hereto amend Agreement to
increase the maximum obligation and provide other changes set forth herein; and

WHEREAS, said Agreement provides that changes may be made in the
form of a written Amendment which is formally approved and executed by the
parties.

NOW, THEREFORE, the parties agree as follows:

1. This Amendment shall be effective on July 1, 2009.

2. Paragraph 2, DESCRIPTION OF SERVICES, Subparagraph E shall be revised and as follows:

"2. DESCRIPTION OF SERVICES:

"E. Effective July 1, 2009 through June 30, 2010, Contractor shall provide tobacco control and prevention services in the manner described in Attachment VI, Scope of Work, attached hereto and incorporated herein by reference."

3. Paragraph 5, MAXIMUM OBLIGATION OF COUNTY, Subparagraph E. shall be revised as follows:

"E. During the period of July 1, 2009 through June 30, 2010, the maximum obligation of County for all services provided hereunder shall not exceed One Hundred Thousand Dollars (\$100,000). Contractor shall use such funds only to pay for services set forth in Schedule 6, attached hereto and incorporated herein by reference, and only to the extent that such funds are reimbursable to County from the State."

4. Effective July 1, 2009, Attachment VI, Scope of Work shall be added to Agreement.

5. Effective July 1, 2009, Schedule 6 shall be added to Agreement.

6. Except for the changes set forth hereinabove, Agreement shall not be changed in any respect by this Amendment.

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IN WITNESS WHEREOF, the Board of Supervisors of the County of Los Angeles has caused this Amendment to be subscribed by its Director of Public Health and Contractor has caused this Amendment to be subscribed in its behalf by its duly authorized officer, the day, month, and year first above written.

COUNTY OF LOS ANGELES

By _____
Jonathan E. Fielding, M.D. MPH
Director and Health Officer

Contractor

By _____
Signature

Printed Name

Title _____
(AFFIX CORPORATE SEAL)

APPROVED AS TO FORM
BY THE OFFICE OF THE COUNTY COUNSEL
Robert E. Kalunian
Acting County Counsel

APPROVED AS TO CONTRACT
ADMINISTRATION:

Department of Public Health

By _____
Gary T. Izumi, Chief
Contracts and Grants

«Company_Name»

SCHEDULE 6

July 1, 2009 through June 30, 2010

CATEGORY «Category»

	7/1/09-6/30/10 PROP 99 Reimbursement Amount
I. UNIT COST (12 Objectives totaling 964 units of Services)	\$100,000.00
II. UNALLOCATED	0.00
III. TOTAL BUDGET	\$100,000.00

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM

SCOPE OF WORK

July 1, 2009 through June 30, 2010

AGENCY NAME:

GOAL: To reduce tobacco availability and encourage compliance with tobacco control policies in cities and localities within Service Planning Area (SPA Number Here)

MEASURABLE OBJECTIVES	IMPLEMENTATION	TIME LINE	EVALUATION
TOBACCO OUTREACH #1			
1. Conduct 877 one-on-one outreach and advocacy, including surveys, outside of agency in targeted areas. Attending TCPP-mandated meetings or other meetings necessary to advocate for policy goals.	1.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns.	Weeks 1-4	Approval letter and approved Midwest Academy Chart will be kept on file.
	1.2 Identify potential locations for outreach, including housing complexes, beach and piers, and sites frequented by 18 to 24 year-olds.	Weeks 1-4 and ongoing	List will be kept on file.
	1.3 Work with DPH to minimize duplication of services with other subcontractors.	Weeks 1-4 and ongoing	
	1.4 Develop a presentation outline for outreach to be conducted away from the agency.	Weeks 1-4	
	1.4a Prior to conducting activities, submit presentation outline to DPH for review and approval.	Weeks 1-4	Approval letter and approved outline will be kept on file.
	1.5 Identify outreach and educational materials for distribution to the community.	Weeks 1-4 and ongoing	
	1.5a Prior to distribution of outreach and educational materials, submit samples to DPH for review and approval.	Weeks 1-4 and ongoing	Approval letters and samples of approved materials will be kept on file.
	1.6 Prepare list of tobacco cessation programs and hotline numbers for distribution during community outreach.	Weeks 1-4	List will be kept on file.
	1.7 Establish and maintain contact list of individuals and organizations that are potential collaborators on tobacco control issues and policies.	Weeks 5-52	List will be kept on file.
	1.8 Prepare monthly calendars, including locations, dates and times of activities.	Monthly	Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month.
	1.9 Conduct outreach and complete appropriate evaluation forms.	Weeks 5-52	Submit appropriate evaluation forms to DPH by the fifth working day of each month.

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM

SCOPE OF WORK

July 1, 2009 through June 30, 2010

AGENCY NAME:

GOAL: To reduce tobacco availability and encourage compliance with tobacco control policies in cities and localities within Service Planning Area (SPA Number Here)

MEASURABLE OBJECTIVES	IMPLEMENTATION	TIME LINE	EVALUATION
TOBACCO OUTREACH #2			
2. Conduct 11 one-on-one outreach and advocacy at clinics or programs within the agency.	<p>2.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns.</p> <p>2.2 Identify programs within the agency where activities will be conducted.</p> <p>2.3 Develop a presentation outline for outreach to be conducted on site.</p> <p>2.3a Prior to conducting activities, submit outline to DPH for review and approval.</p> <p>2.4 Identify outreach and educational materials for distribution to the community.</p> <p>2.4a Prior to distribution of outreach and educational materials, submit samples to DPH for review and approval.</p> <p>2.5 Prepare list of tobacco cessation programs and hotline numbers for distribution during in-house activities.</p> <p>2.6 Prepare monthly calendars including locations, dates and times of activities.</p> <p>2.7 Establish and maintain list of individuals who are responsive to tobacco program activities.</p> <p>2.8 Conduct outreach activities within agency and complete appropriate evaluation forms.</p>	<p>Weeks 1-4</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4</p> <p>Weeks 1-4</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4</p> <p>Monthly</p> <p>Weeks 5-52</p> <p>Weeks 5-52</p>	<p>Approval letter and approved Midwest Academy Chart will be kept on file.</p> <p>List will be kept on file.</p> <p>Approval letter and approved outline will be kept on file.</p> <p>Approval letters and samples of approved materials will be kept on file.</p> <p>List will be kept on file.</p> <p>Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month.</p> <p>List will be kept on file.</p> <p>Submit appropriate evaluation forms to DPH by the fifth working day of each month.</p>

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM

SCOPE OF WORK

July 1, 2009 through June 30, 2010

AGENCY NAME:

GOAL: To reduce tobacco availability and encourage compliance with tobacco control policies in cities and localities within Service Planning Area (SPA Number Here)

MEASURABLE OBJECTIVES	IMPLEMENTATION	TIME LINE	EVALUATION
TOBACCO OUTREACH #3			
3. Conduct 8 small events (29-75 participants) to advocate tobacco issues & available services.	3.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns.	Weeks 1-4	Approval letter and approved Midwest Academy Chart will be kept on file.
	3.2 Identify agencies, organizations and individuals that are potential collaborators on tobacco control issues and policies.	Weeks 1-4 and ongoing	List will be kept on file.
	3.3 Identify or organize events for the purpose of conducting tobacco control outreach and education activities.	Weeks 1-4 and ongoing	List will be kept on file.
	3.4 Develop a presentation outline for small events.	Weeks 1-4	
	3.4a Prior to conducting activities, submit presentation outline to DPH for review and approval.	Weeks 1-4	Approval letter and approved outline will be kept on file.
	3.5 As appropriate, develop flyers, bulletins, and announcements promoting events.	Weeks 1-4 and ongoing	
	3.5a Prior to distribution, submit flyers, bulletins and announcements to DPH for review and approval.	Weeks 1-4 and ongoing	Approval letters and approved flyers, bulletins and announcements will be kept on file.
	3.6 Identify outreach and educational materials for distribution to the community.	Weeks 1-4 and ongoing	
	3.6a Prior to distribution of outreach and educational materials, submit samples to DPH for review and approval.	Weeks 1-4 and ongoing	Approval letters and samples of approved outreach and educational materials will be kept on file.
	3.7 Prepare list of tobacco cessation programs and hotline numbers for distribution during events.	Weeks 1-4	List will be kept on file.
	3.8 Prepare monthly calendars, including locations, dates and times of events.	Weeks 1 - 4	Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month.
	3.9 Conduct small events and complete appropriate evaluation forms.	Weeks 5-52	Submit appropriate evaluation forms to DPH by the fifth working day of each month.

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM
SCOPE OF WORK
July 1, 2009 through June 30, 2010

AGENCY NAME:

GOAL: To reduce tobacco availability and encourage compliance with tobacco control policies in cities and localities within Service Planning Area (SPA Number Here)

MEASURABLE OBJECTIVES	IMPLEMENTATION	TIME LINE	EVALUATION
TOBACCO OUTREACH #4			
4. Conduct 8 large events (76 or more participants) to advocate tobacco control issues & available services. The event must be planned and organized by contractor and requires at least 30 days prior written approval from your contract manager.	<p>4.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns.</p> <p>4.2 Identify agencies, organizations and individuals that are potential collaborators on tobacco control issues and policies.</p> <p>4.3 Identify or organize events for the purpose of conducting tobacco control outreach and education activities.</p> <p>4.4 Develop a presentation outline for large events.</p> <p>4.4a Prior to conducting activities, submit presentation outline to DPH for review and approval.</p> <p>4.5 As appropriate, develop flyers, bulletins, and announcements promoting events.</p> <p>4.5a Prior to distribution, submit flyers, bulletins and announcements to DPH for review and approval.</p> <p>4.6 Identify outreach and educational materials for distribution to the community.</p> <p>4.6a Prior to distribution of outreach and educational materials, submit samples to DPH for review approval.</p> <p>4.7 Prepare list of tobacco cessation programs and hotline numbers for distribution during events.</p> <p>4.8 Prepare monthly calendars, including locations, dates and times of events.</p> <p>4.9 Conduct large events and complete appropriate evaluation forms.</p>	<p>Weeks 1-4</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4 and ongoing</p> <p>Weeks 1-4</p> <p>Monthly</p> <p>Weeks 5-52</p>	<p>Approval letter and approved Midwest Academy Chart will be kept on file.</p> <p>List will be kept on file.</p> <p>List will be kept on file</p> <p>Approval letter and approved outline will be kept on file.</p> <p>Approval letters and approved flyers, bulletins and announcements will be kept on file.</p> <p>Approval letters and samples of approved outreach and educational materials will be kept on file.</p> <p>List will be kept on file.</p> <p>Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month.</p> <p>Submit appropriate evaluation forms to DPH by the fifth working day of each month.</p>

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM

SCOPE OF WORK

July 1, 2009 through June 30, 2010

AGENCY NAME:

GOAL: To reduce tobacco availability and encourage compliance with tobacco control policies in cities and localities within Service Planning Area (SPA Number Here)

MEASURABLE OBJECTIVES	IMPLEMENTATION	TIME LINE	EVALUATION
TOBACCO OUTREACH #5			
5. Conduct 51 small (10-30 participants) group meeting in boys & girls clubs, community centers, housing projects, parks & recreation centers, religious organizations, or other local venues to increase mobilization in the communities and refer participants to appropriate services. Also, individual or small group contact with key decision-makers.	5.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns.	Weeks 1-4	Approval letter and approved Midwest Academy Chart will be kept on file.
	5.2 Develop an outline for presentations about tobacco control topics and issues.	Week 1-4	
	5.2a Prior to conducting activities, submit outline to DPH for review and approval.	Weeks 1-4	Approval letter and approved outline will be kept on file.
	5.3 Contact community-based agencies and organizations to schedule presentations on tobacco control topics and issues.	Weeks 1-4 and ongoing	List will be kept on file.
	5.4 Identify and/or develop educational materials to be used during presentations.	Weeks 1-4 and ongoing	
	5.4a Prior to distribution of educational materials, submit samples to DPH for review and approval.	Weeks 1-4 and ongoing	Approval letters and samples of approved educational materials will be kept on file.
	5.5 Prepare list of tobacco cessation programs and hotline numbers for distribution during small group meetings.	Weeks 1-4	List will be kept on file.
	5.6 Prepare monthly calendars, including locations, dates and times of presentations.	Monthly	Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month.
	5.7 Make presentations at small group meetings and complete appropriate evaluation forms.	Weeks 5-52	Submit appropriate evaluation forms to DPH by the fifth working day of each month.

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM

SCOPE OF WORK

July 1, 2009 through June 30, 2010

AGENCY NAME:

GOAL: To reduce tobacco availability and encourage compliance with tobacco control policies in cities and localities within Service Planning Area (SPA Number Here)

MEASURABLE OBJECTIVES	IMPLEMENTATION	TIME LINE	EVALUATION
TOBACCO OUTREACH #6 6. Conduct 6 large group meetings (more than 30 participants) in religious organizations, community centers, housing projects, or other local venues to increase awareness, mobilize support for policy goals and refer participants to services.	6.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns.	Weeks 1-4	Approval letter and approved Midwest Academy Chart will be kept on file.
	6.2 Develop an outline for presentations about tobacco control topics and issues.	Weeks 1-4	
	6.2a Prior to conducting activities, submit outline to DPH for review and approval.	Weeks 1-4	Approval letter and approved outline will be kept on file.
	6.3 Contact community-based agencies and organizations to schedule presentations on tobacco control topics and issues.	Weeks 1-4 and ongoing	List will be kept on file.
	6.4 Identify and/or develop educational materials to be used during presentations.	Weeks 1-4	
	6.4a Prior to distribution of educational materials, submit samples to DPH for review and approval.	Weeks 1-4	Approval letters and samples of approved educational materials will be kept on file.
	6.5 Prepare list of tobacco cessation programs and hotline numbers for distribution during large group meetings.	Weeks 1-4	List will be kept on file.
	6.6 Prepare monthly calendars, including location sites, dates, and times of presentations.	Monthly	Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month.
	6.7 Make presentations at large group meetings and complete appropriate evaluation forms.	Weeks 5-52	Submit appropriate evaluation forms to DPH by the fifth working day of each month.

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM

SCOPE OF WORK

July 1, 2009 through June 30, 2010

AGENCY NAME:

GOAL: To reduce tobacco availability and encourage compliance with tobacco control policies in cities and localities within Service Planning Area (SPA Number Here)

MEASURABLE OBJECTIVES	IMPLEMENTATION	TIME LINE	EVALUATION
TOBACCO PREVENTION #1 7. Conduct 3 single session group training of volunteer peer outreach workers (more than 10 participants). Minimum length of training: 3 hours.	7.1 Complete Midwest Academy Strategy Chart to develop tactics for conducting campaigns.	Weeks 1-4	Approval letter and approved Midwest Academy Chart will be kept on file.
	7.2 Develop a presentation outline, curriculum and pretest/posttest for training.	Weeks 1-4	
	7.2a Prior to conducting training, submit outline, curriculum and pretest/posttest to DPH for review and approval.	Weeks 1-4	Approval letter and approved outline, curriculum and pretest/posttest will be kept on file.
	7.3 Identify and recruit youth to be trained.	Weeks 1-12	List will be kept on file.
	7.4 Identify and/or develop educational materials to be used during training.	Weeks 1-4	
	7.4a Prior to training, submit samples of educational materials for to DPH for review and approval.	Weeks 1-4 and ongoing	Approval letters and samples of approved educational materials will be kept on file.
	7.5 Prepare list of tobacco cessation programs and hotline numbers for distribution during training.	Weeks 1-4	List will be kept on file.
	7.6 Prepare monthly calendars, including location sites, dates and times of training sessions.	Monthly	Monthly calendar of projected activities will be submitted to DPH by the fifth working day of each month.
	7.7 Conduct training sessions and complete appropriate evaluation forms.	Weeks 5-52	Submit appropriate evaluation forms to DPH by the fifth working day of each month.

Contract No. H-700228

**TOBACCO CONTROL AND PREVENTION MEDIA
ADVERTISING, PUBLIC RELATIONS AND PUBLIC
EDUCATION SERVICES AGREEMENT**

Amendment No. 3

THIS AMENDMENT is made and entered into this _____ day
of _____, 2009,

by and between

COUNTY OF LOS ANGELES
(hereafter "County"),

and

THE ROGERS GROUP
(hereafter "Contractor")

WHEREAS, reference is made to that certain document entitled
'TOBACCO CONTROL AND PREVENTION MEDIA ADVERTISING, PUBLIC
RELATIONS AND PUBLIC EDUCATION SERVICES" dated January 6, 2004,
and further identified as County Agreement No. H-700228, and any Amendments
thereto (all hereafter referred to as "Agreement"); and

WHEREAS, it is the intent of the parties hereto amend Agreement to
increase the maximum obligation and provide other changes set forth herein;
and

WHEREAS, said Agreement provides that changes may be made in the
form of a written amendment which is formally approved and executed by the
parties.

NOW, THEREFORE, the parties agree as follows:

1. This Amendment shall be effective on July 1, 2009.

2. The first Paragraph of Paragraph 2, DESCRIPTION OF SERVICES,

shall be revised as follows:

"2. DESCRIPTION OF SERVICES: Contractor shall provide tobacco control and prevention services in the manner described in Attachment VIII, Scope of Work, attached hereto and incorporated herein by reference."

3. Paragraph 5, MAXIMUM OBLIGATION OF COUNTY, Subparagraph

G. shall be revised as follows:

"G. During the period of July 1, 2009 through June 30, 2010, the maximum obligation of County for all services provided hereunder shall not exceed One Hundred Eighty One Thousand, Two Hundred Fifty Dollars (\$181,250). Contractor shall use such funds only to pay for services as set forth in Schedule 8, attached hereto and incorporated herein by reference, and only to the extent that such funds are reimbursable to County from the State."

4. Effective July 1, 2009, Attachment VIII shall be added to the Agreement.

5. Effective July 1, 2009, Schedule 8 shall be added to the Agreement

6. Except for the changes set forth hereinabove, Agreement shall not be changed in any respect by this Amendment.

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IN WITNESS WHEREOF, the Board of Supervisors of the County of Los Angeles has caused 'this Amendment to be subscribed by its Director of Public Health and Contractor has caused this Amendment to be subscribed in its behalf by its duly authorized officer, the day, month, and year first above written.

COUNTY OF LOS ANGELES

BY _____
Jonathan E. Fielding, M.D. MPH
Director and Health Officer

THE ROGERS GROUP
Contractor

BY _____
Signature

Printed Name

Title _____
(AFFIX CORPORATE SEAL)

APPROVED AS TO FORM
BY THE OFFICE OF THE COUNTY COUNSEL
ROBERT E. KALUNIAN
Acting County Counsel

APPROVED AS TO CONTRACT
ADMINISTRATION:

Department of Public Health

BY _____
Gary T. Izumi, Chief
Contracts and Grants

THE ROGERS GROUP

July 1, 2009 through June30, 2010

SCHEDULE 8

PUBLIC RELATIONS ACTIVITIES	
Communications (Telephone / fax)	\$937.50
Copying / Printing	\$937.50
Courier / Delivery Services	\$937.50
Hourly Fees*	\$92,937.50
Materials	\$17,500.00
Media Production and Placement	\$46,562.50
Mileage / Travel	\$468.75
Other Expenses	\$1,406.25
Training / Technical Support and Assistance	\$11,437.50
Vendor Services	\$8,125.00
TOTAL BUDGET	\$181,250.00

*Hourly fees are for: 1) creating and overseeing implementation of events/promotions, 2) initiating and managing subcontracts, 3) developing public relations stories, and 4) processing invoices, reports and other administrative requirements. These hourly fees are negotiated based on industry standards in an effort to obtain fee uniformity among all media contractors. No less than 85% of these hourly fees will be devoted strictly to program implementation and public relations.

**Industry standard media purchasing commission of 15% included in total.

LOS ANGELES DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM

SCOPE OF WORK

July 1, 2009 through June 30, 2010

Agency:

GOAL: Reduce the burden of tobacco-related disease, death, and disability by providing media support for policies that counter pro-tobacco influences, decrease secondhand smoke exposure and influence social norms so as to reduce the acceptability of tobacco use.

OBJECTIVES	IMPLEMENTATION ACTIVITIES	TIMELINE	METHODS OF EVALUATION PROCESS AND/OR OUTCOME OF OBJECTIVES
1. By 6/30/10, implement a media campaign to increase public awareness, support and compliance with existing smoke-free laws.	1.1 Work with DPH and coalition to assess compliance with state and local smoke-free laws.	By August 31, 2009	Meeting attendance and notes will be kept on file.
	1.2 In conjunction with DPH and coalition, develop media messages and conduct a minimum of three focus groups with community members, to determine appropriateness of the messages.	By October 31, 2009	Focus group reports will be submitted to DPH and copies kept on file.
	1.3 Conduct strategy meetings with DPH and coalition to ensure educational messages are consistent with campaign objective, as well as culturally and linguistically appropriate. Ensure coalition buy-in and support for the media campaign.	By November 30, 2009	Meeting attendance and notes will be kept on file.
	1.4 Implement media campaign, using the messages and strategies developed. Involve coalition members as necessary.	By May 31, 2010	Distribution lists, new educational material, community feedback, clippings, radio tapes, etc. will be kept on file.
	1.5 After quantitative evaluation data is collected and analyzed by DPH, publicize results of media campaign.	By June 30, 2010	Press releases will be submitted to DPH for approval and kept on file, with clippings of published articles.

LOS ANGELES DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM

SCOPE OF WORK

July 1, 2009 through June 30, 2010

Agency: _____

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OBJECTIVES	IMPLEMENTATION ACTIVITIES	TIMELINE	METHODS OF EVALUATION PROCESS AND/OR OUTCOME OF OBJECTIVES
2. By 6/30/10, implement a media campaign to counter pro-tobacco influences in the media and movie industry.	2.1 Work with DPH, coalition, and community members to identify issues.	By July 31, 2009	Meeting attendance and notes will be kept on file.
	2.2 In conjunction with DPH and coalition, develop media messages and conduct a focus group with community members, to determine appropriateness of the messages.	By September 30, 2009	Focus group reports will be submitted to DPH and copies kept on file.
	2.3 Conduct strategy meetings with DPH to ensure educational messages are consistent with campaign objective, as well as culturally and linguistically appropriate.	By October 31, 2009	Meeting attendance and notes will be kept on file.
	2.4 Implement media campaign, using the messages and strategies developed. Involve coalition as necessary.	By November 1, 2009 and ongoing	Distribution lists, educational and promotional material, community feedback, clippings, radio tapes, etc. will be kept on file.
	2.5 After quantitative evaluation data is collected and analyzed by DPH, publicize results of media campaign.	By June 30, 2010	Press releases will be submitted to DPH for approval and kept on file, with clippings of published articles.

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OBJECTIVES	IMPLEMENTATION ACTIVITIES	TIMELINE	METHODS OF EVALUATION PROCESS AND/OR OUTCOME OF OBJECTIVES
3. By 6/30/10, to implement a media campaign counter pro-tobacco to promote effective smoking cessation services in Los Angeles County. The campaign will employ targeted messages to inform smokers about availability of cessation services, promote the California Smokers' Helpline, and motivate smokers to quit smoking.	3.1 Work with DPH, coalition, and community members to identify issues.	By July 31, 2009	Meeting and notes will be kept on file.
	3.2 In conjunction with coalition, develop media messages, PSAs, and press releases that are consistent with campaign message, as well as culturally and linguistically appropriate.	By August 31, 2009 and ongoing	Press release, PSA, media messages and signage will be submitted to DPH for approval. Copies will be kept on file.
	3.3 Conduct two focus groups with community members, to determine appropriateness of the media messages and designs.	By August 31, 2009 and ongoing	Focus group reports will be submitted to DPH.
	3.4 Distribute PSAs, press release to appropriate media outlets.	By September 30, 2009	List of media outlets will be kept on file.
	3.5 Meet with DPH to discuss campaign strategies.	Ongoing	Meeting notes will be kept on file.

LOS ANGELES DEPARTMENT OF PUBLIC HEALTH - TOBACCO CONTROL AND PREVENTION PROGRAM

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OBJECTIVES	IMPLEMENTATION ACTIVITIES	TIMELINE	METHODS OF EVALUATION PROCESS AND/OR OUTCOME OF OBJECTIVES
4. By 6/30/10, increase public awareness of the hazards of secondhand smoke and the need for smoke-free policies in multi-unit housing, and outdoor areas such as, dining, ATM lines, theater lines, bus stops, parks, and outdoor entertainment venues by developing communication kits, signage, and by conducting message training for DPH staff, coalition members, and subcontractors.	4.1 Work with DPH and coalition to identify issues.	By July 31, 2009 and ongoing	Meeting attendance and notes will be kept on file.
	4.2 In conjunction with coalition, develop media messages, smoke-free signage and three communication kits that are consistent with campaign objective, as well as culturally and linguistically appropriate.	By August 31, 2009 and ongoing	Communication kits, media messages and signage will be submitted to DPH for approval. Copies will be kept on file.
	4.3 Conduct three focus groups with community members, to determine appropriateness of the messages, signage and communication kits.	By September 30, 2009 and ongoing	Focus group reports will be kept on file.
	4.4 Distribute communication kits to coalition and conduct three message trainings.	Ongoing	Training agendas and educational materials will be submitted to DPH for approval and kept on file.
	4.5 Meet with DPH and coalition to discuss effectiveness of media messages, signage and communication kits.	Ongoing	Meeting attendance and notes will be kept on file.